

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Koningstein Art Unit : 3688  
Serial No. : 10/748,682 Examiner : Khanh H. Le  
Filed : December 31, 2003 Conf. No. : 1976  
Title : SYSTEM AND METHOD FOR DELIVERING INTERNET  
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND  
GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"

**MAIL STOP AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

## INFORMATION DISCLOSURE STATEMENT

Please consider the references listed on the enclosed PTO-1449 form. Non-patent literature is enclosed; cited U.S. patents and patent application publications will be provided on request.

This statement is being filed after a first Office Action on the merits, but before receipt of a final Office action or a Notice of Allowance. The required fees are being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization.

Please apply any other charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 3/3/11

  
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